

IN THE CLAIMS:

Please cancel claims 10, 12-20 and 22-24 without prejudice as to the subject matter contained therein.

Please amend the claims as follows:

A marked up copy of each amended claim pursuant to 37 CFR § 1.121(c)(1)(ii) appears on the page immediately following the amended claim.

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1. (Twice Amended) A method of tracking information provided to a computer system from a server, the method comprising:
providing an identifier identifying the computer system, the identifier being imbedded in one of the computer hardware and firmware in the computer system;
providing at least one database associating the identifier with information specific to a computer user associated with the computer system;
logging onto one of an advertisement broker and a server;
transmitting the identifier;
requesting a banner advertisement be displayed on the computer system; and
one of the advertisement broker and server transmitting an advertisement.

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5. (Amended) The method of Claim 1 further comprising:
the database searching and locating advertisements that match criteria provided by the computer user during a querying procedure.

6. (Amended) The method of Claim 5 wherein if no matching criteria is found, the database transmitting one of generic advertisements and no advertisements.

B10 7. (Twice Amended) The method of Claim 5 wherein the database checks for the identifier.

B11 8. (Amended) The method of Claim 1 wherein the identifier is one of a system code, a system code stored in nonvolatile memory, a unique ID from a microprocessor, a unique ID from a peripheral device and a unique identifier stored on a hard drive, the advertisement broker and the server being combined.

9. (Amended) The method of Claim 1 wherein the information unique to the computer user includes one of incentives, bonuses and discounts on a plurality of goods, the advertisement broker and the server being separate.

MARKED UP COPY OF AMENDED CLAIMS 1 AND 5 - 9

PURSUANT TO 37 CFR § 1.121 (c)(1)(ii)

1. (Twice Amended) A method of tracking information provided to a computer system from a server, the method comprising:
- providing an identifier identifying the computer system, the identifier being imbedded in one of the computer hardware and firmware in the computer system;
 - providing at least one database associating the identifier with information specific to a computer user associated with the computer system;
 - [the server receiving the identifier, the server affiliated with the at least one database;
 - transmitting the information to the computer system that is specific to the identifier;
 - logging the transmittal of the identifier in one of the at least one database;
 - when the server receives an identifier, checking the at least one database for the identifier;
 - if the identifier is not found, querying the computer user as to whether the computer user desires to participate in receiving the information from the server; and
 - if the computer user desires to participate, building one of the at least one databases that associates the identifier with the computer user.]
 - logging onto one of an advertisement broker and a server;
 - transmitting the identifier;
 - requesting a banner advertisement be displayed on the computer system; and
 - one of the advertisement broker and server transmitting an advertisement.
5. (Amended) The method of Claim 1 further comprising:
- [providing an application program;

if the computer system does not contain a preexisting identifier associated with the at least one database, querying the computer user as to information specific to the computer user; and
storing the information in one of the at least one database.]
the database searching and locating advertisements that match criteria provided by the computer user during a querying procedure.

6. (Amended) The method of Claim [1] 5 wherein [the transmitting the identifier includes:
requesting access to the server by the computer user via the worldwide web; and
transmitting the identifier when the computer user requests access from the server.] if no matching criteria is found, the database transmitting one of generic advertisements and no advertisements.

7. (Twice Amended) The method of [claim 1 further comprising:
if the identifier is found in the at least one database, searching for matching information unique for the identifier and for the computer user;
if matching information is found, transmitting the information unique for the identifier and for the computer user to the computer user from the server;
if no matching information is found, transmitting one of generic information and no information; and
logging the transmittal of the identifier in one of the at least one database.]
Claim 5 wherein the database checks for the identifier.

8. (Amended) The method of Claim 1 wherein the identifier is one of a system code, a system code stored in nonvolatile memory, a unique ID from a microprocessor, a unique ID from a peripheral device and a unique identifier stored on a hard drive, the advertisement broker and the server being combined.

9. (Amended) The method of Claim 1 wherein the information unique to the computer user includes one of incentives, bonuses and discounts on a plurality of goods, the advertisement broker and the server being separate.

ADDITION OF NEW CLAIMS 25 AND 26 PURSUANT TO 37 CFR § 1.121(C)(1)(i)

25. (New) A method of tracking information to a computer system from a server comprising:

providing an identifier for the computer system;

providing a database associating the identifier with information specific to a computer user;

logging onto a combination advertisement broker/server;

transmitting the identifier and requesting a banner advertisement to be displayed;

the database checking for the identifier;

if the identifier is discovered, searching and identifying advertisements that match criteria provided by the user;

if no matching criteria is found, the database transmitting one of generic advertisements and no advertisements;

if the identifier is found, the user choosing to receive one of banner advertisements and not to participate;

if the user elects to receive banner advertisements, storing the identifier; and displaying the advertisement.

26. (New) A method for tracking information to a computer system from a server comprising:

providing an identifier for the computer system;

providing a database associating the identifier with information specific to a computer user;

the server receiving a request for an advertisement from the computer user;

transmitting the identifier to an advertisement broker;

the broker logging the identifier in the database;

the server transmitting an advertisement to the user; and

the user transmitting a confirmation of receipt of the advertisement to the broker.